

Rep Order# 7880876
EC'd Yes

Ver# 7 Mod#

Status Confirmed

Traffic Order# 23692

Printed: 08/30/2012 11:36 AM
Last Received: 08/30/2012 8:32 AM
ing Buylines: All Lines

1 of 4

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2597
Buyer TRACEY ROBINSON

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA. 22314
Agency C/P1/P2/E 155/426/2597
Flight Dates 09/07/2012 - 09/13/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	6A-7A	:30	09/07-09/07	1	\$200.00	1
Rating: 2.8								
2	M,W-TH	KSL 5 NW TDY 2	6A-7A	:30	09/10-09/13	4	\$200.00	4
Rating: 2.8								
Buyline Comment: 1/DAY, 2/DAY W								
6	F	TODAY SHW	7A-8A	:30	09/07-09/07	1	\$450.00	1
Rating: 2.8								
7	M,W-TH	TODAY SHW	7A-8A	:30	09/10-09/13	4	\$450.00	4
Rating: 2.8								
Buyline Comment: 1/DAY, 2/DAY TH								
11	SU	MEET PRESS-SUN	8A-9A	:30	09/09-09/09	1	\$150.00	1
Rating: 1.2								
12	F	KSL 5 NWS AT 5	5P-530P	:30	09/07-09/07	1	\$400.00	1
Rating: 2.8								
13	M,W-TH	KSL 5 NWS AT 5	5P-530P	:30	09/10-09/13	3	\$400.00	3
Rating: 2.8								
Buyline Comment: 1/DAY								
17	F	KSL 5 NWS AT 6	6P-630P	:30	09/07-09/07	1	\$500.00	1
Rating: 3.8								

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	815 SLATERS LANE	Sales Office (() JAMIE ANDRUS
	ALEXANDRIA, VA 22314	Salesperson (
Agency C/P1/P2/E	155/426/2597		
Flight Dates	09/07/2012 - 09/13/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
18	M,W-TH	KSL 5 NWS AT 6	6P-630P	:30	09/10-09/13	3	\$500.00	3
Rating: 3.8 Buyline Comment: 1/DAY								
22	SA	KSL 5 NWS AT 6	6P-630P	:30	09/08-09/08	1	\$225.00	1
Rating: 2.4								
23	F	GAME NIGHT LIVE	630P-7P	:30	09/07-09/07	1	\$400.00	1
Rating: 3.0								
24	M,W-TH	KSL 5 NWS-6:30	630P-7P	:30	09/10-09/13	3	\$400.00	3
Rating: 3.0 Buyline Comment: 1/DAY								
28	SA	GAME NIGHT LIVE	630P-7P	:30	09/08-09/08	1	\$125.00	1
Rating: 0.8								
29	F	GRIMM-NBC	8P-9P	:30	09/07-09/07	1	\$1,400.00	1
Rating: 4.9								
30	F	DATELINE FR-NBC	9P-10P	:30	09/07-09/07	1	\$1,100.00	1
Rating: 3.4								
31	SU	NBC SUN-FTBL	615P-930P	:30	09/09-09/09	1	\$3,500.00	1
Rating: 8.5								
32	SU	KSL NFL EDITION	930P-10P	:30	09/09-09/09	1	\$800.00	1
Rating: 5.7								
33	F	KSL 5 NWS-10	10P-1035P	:30	09/07-09/07	1	\$1,800.00	1
Rating: 7.3								

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 Flight Dates 09/07/2012 - 09/13/2012 Salesperson Phone# 202-872-1155
 Hiatus Weeks Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
34	M,W-TH	KSL 5 NWS-10	10P-1035P	:30	09/10-09/13	3	\$1,800.00	3
Rating: 7.3								
Buyline Comment: 1/DRY								
39	M,W	TONITE SHW-NBC	1035P-1137P	:30	09/10-09/12	2	\$550.00	2
Rating: 3.4								
41	SU	SPORTS BEAT SU	1035P-1105P	:30	09/09-09/09	1	\$475.00	1
Rating: 4.4								
42	F	TONITE SHW-NBC	1035P-1137P	:30	09/07-09/07	1	\$550.00	1
Rating: 3.4								
43	F	NEWS	9A-10A	:30	09/07-09/07	2	\$225.00	2
Rating: 4.4								
44	SU	NEWS	10P-11P	:30	09/09-09/09	1	\$1,800.00	1
Rating: 4.4								
45	SU	NEWS/NFL EDITION	430P-5P	:30	09/09-09/09	1	\$150.00	1
Rating: 4.4								
46	SA	GRIMM	7P-8P	:30	09/08-09/08	1	\$350.00	1
Rating: 4.4								
47	SA	10 SVU	9P-10P	:30	09/08-09/08	1	\$350.00	1
Rating: 4.4								

---REPORT TOTALS---
 Report Totals: 43 / \$28,175.00

---SALES MONTHLY TOTALS---

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Sep 12: 43 / \$28,175.00
 Sales Totals: 43 / \$28,175.00
 Station Totals: 43 / \$28,175.00
 Lines not sent/rcld/rtm: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$93,917	CABL 0%	KJZZ 0%	KSL 30%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	UNKN 70%		

Books null
 Demos RA35+